threshold, for example, a predetermined number of feet from the beacon reader **12**. The customer **15** may log into an application for example, at the user's smartphone or personal computer, that tracks individual items, activity related to the items **21**, and so on. A specific location of the tag **22** can be determined, for example, by using one or more readers **12** to triangulate the tag's location, to see how often the item **21** moves within the threshold region. In some embodiments, the customer **15** may determine from the RTMS **10**, i.e., by viewing data on a user interface, a last known location of the item **21**, for example, by establishing a beacon reader **12** that the tagged item passed.

[0069] Another guideline may relate to upgrade guidelines. Tagged items **21** may be establish upgrade guidelines. The customer **15** may select an automatic upgrade feature, for example, at the RTMS **10**. The automatic upgrade feature may bypass notifying the customer **15** of availability, and send the upgraded item to the customer **15** directly. In some embodiments, the customer **15** may select to receive a notification of item upgrades, for example, generated by the RTMS **10** and output to a smartphone or other electronic device. Here, when an upgrade is available, the RTMS **10** can generate a notification to the customer **15**. The customer **15** can configure the RTMS **10** to ignore upgrades, for example, via the user interface directly communicating with the RTMS **10**, or otherwise opt out of receiving notifications regarding advertisements, discounts, or other marketing information otherwise provided to the customer **15**. The customer **15** may have flexibility in selecting if and when they wish to receive an upgrade for an item **21**.

[0070] Another guideline may relate to recall guidelines, which may be configured by the customer **15**. Recall guidelines may include a setting where the item **21** is an electric product, which may be shut down in response to a determination that a recall is necessary. Recalls of products may be set by the manufacturer when defects are identified. The manufacturer notifies the retailer. The retailer may search a point of sale (POS) database or the like to identify the buyer and notify the buyer. Here, the RTMS **10** may automatically for the automatic replacement of a product identified for recall by receiving and processing such data. This may establish a connection with the IoT

[0071] A recall association may be established to notify the customer **15** that the customer should not be using a particular product because it has been recalled. The RTMS **10** can warn and alert a customer **15** that the customer **15** is using a recalled product, and/or recommend a replacement product. They should be using the replacement product instead. In response to the RTMS **10** processing an alert, it can automatically order a replacement item. In some embodiments, the RMTS **10** can alert the customer **15** of an issue and allow the customer to decide whether to replenish or ignore. The customer **15** may select, for example, at a user interface in communication with the RTMS **10**, to ignore all alerts. The customer **15** may opt out of receiving recall notifications from the RTMS **10**. For example, the customer **15** may accept the risk of using a recalled product which is highly unadvisable. Here, the customer **15** may access a mobile or web application from an electronic device such as a smartphone **17**, and accept the liability by ignoring these warnings.

[0072] FIG. 4 is a flowchart of a method for providing a retail subscription service in an IoT environment, in accordance with some embodiments. Some or all of the method

200 can be performed at the RTMS **10** of FIGS. 1 and **2**, and/or other elements of the environment illustrated in FIG. **1**. The method **200** can be governed by instructions that are stored in a memory device of the RTMS **10** of FIGS. 1 and **2**, and/or other elements of the environment illustrated in FIG. **1**, and executed by a hardware processor of the RTMS **10** of FIGS. 1 and **2**, and/or other elements of the environment illustrated in FIG. **1**.

[0073] At block **202**, item data is received from a tag **22** associated with a consumer item **21**. Item data may include usage data such as a remaining amount and/or consumed amount of the item. For example, the item **21** may include food, and the data can include an amount of the food that is remaining. In another example, the item **21** may be a battery, and the data can include an amount of battery life. Other data may collected by the tag **22** may be received by the RTMS **10**, such as movement data, or a location of the item **21**, or activity related to the item **21**. Other item data may include movement data, where a movement of the tag **22** is captured via beacon readers **12** by the RMTS **10** and can establish usage of the item **21**.

[0074] At block **204**, a search may be performed for other items associated with the item **21**. The RMTS **10** may collect data about other items related to the tagged item **21**. Data may be collected from any number of sources, including but not limited to databases, public and private data repositories, websites, mobile device applications, and so on. This other data may be determined from the customer profile generator **38**, which processes information about the customer **15** from the database **42**, and may update a customer profile that is used to analyze item use patterns. For example, another item may be an item that complements or functions with a tagged IoT device. In another example, the customer profile generator **38** may establish that the customer **15** purchases a particular flavor of toothpaste. The order processor **36** may order this flavor of toothpaste when a current toothpaste supply, which is tagged, is determined to be depleted, or otherwise determined to require replenishment.

[0075] At block **206**, an action may be performed based on a determination of usage or movement of the item **21**. For example, a related item determined from block **204** may be automatically ordered. Another action may include the RTMS **10** communicating with a smartphone or other electronic device of the customer **15** that an item replenishment, replacement, or upgraded is recommended or required. Here, the user may have an option to reject such a recommendation, for example, by submitting a response electronically from the smartphone or other electronic device to the RTMS **10**.

[0076] FIG. **5** is a flowchart of a method **300** for cross-selling in an IoT environment, in accordance with some embodiments. Some or all of the method **300** can be performed at the RTMS **10** of FIGS. 1 and **2**, and/or other elements of the environment illustrated in FIG. **1**. The method **300** can be governed by instructions that are stored in a memory device of the RTMS **10** of FIGS. 1 and **2**, and/or other elements of the environment illustrated in FIG. **1**, and executed by a hardware processor of the RTMS **10** of FIGS. 1 and **2**, and/or other elements of the environment illustrated in FIG. **1**.

[0077] At block **302**, a first item is identified. The first item includes a tag, for example, described herein. An association